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**BEST AVAILABLE COPY****In the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for advertising over a network and broadcast media combination, comprising the steps of:

receiving at a user's computer at a location on the network an audio signal from a broadcast generated by an advertiser over a broadcast network, which audio signal has embedded therein unique coded information, not comprising routing information over the network;

extracting the unique coded information from the audio signal in response to the step of receiving;

connecting, without user intervention, the user's computer to an advertiser's location in response to the step of extracting the unique coded information from the audio signal, and the advertiser's location being correlated to the unique coded information;

in direct response to conjunction with the step of connecting, causing user profile information of the user to be sent from the user's computer to the advertiser's location over the network;

receiving the user profile information at the advertiser's location; and  
generating advertising information to forward to the user based upon the user profile information being forwarded to the advertiser's location and forwarding this advertising information to the connected user;

wherein broadcast of the audio signal causes both a connection to the advertiser's location on the network and a push of user profile information thereto.

**AMENDMENT AND RESPONSE**

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2. (Previously Presented) The method of Claim 1, wherein the step of connecting comprises:

extracting the information from the unique coded information as a unique code;  
transmitting the extracted unique code to an intermediate location on the network;  
transmitting to the intermediate location from the user's computer a unique user

ID associated with the user and which was stored at the user's computer;

providing a database at the intermediate location having disposed thereat an associative database associating a plurality of unique codes with routing information on the network, and also for storing user profile information associated with user IDs received thereby;

comparing the received unique code with the information stored in the database  
and, if a corresponding unique code is stored therein, forwarding both the user profile information associated with the received user ID and the associated routing information back to the user's computer; and

at the user's computer, utilizing the routing information to interconnect with the advertiser's location on the network and forwarding to the advertiser's location the user profile information.

Claim 3: (New) The method of Claim 1, wherein profile information is stored at a remote location on the network.

Claim 4: (New) The method of Claim 3, wherein the step of causing the user profile information to be sent to the advertiser's location over the network comprises the step of retrieving the profile information from the remote location to the user's computer in response to the step of extracting.

5: (New) The method of Claim 4, wherein a unique user ID is stored at the user's computer and the step of retrieving comprises forwarding the unique user ID to the remote location, wherein at the remote location, there is stored a database of user profile information for a plurality of users each associated with a unique user ID.

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